

**Providence Tourism Council  
d/b/a Providence Convention Authority  
Minutes to Board of Directors meeting  
April 18, 2015, 4 pm**

**Members Present:** Josh Heidenreich, Eric Churchill, Jim Paulon, Alex Gorriaran, James McCarvill, Jennifer Bramley, Meg Clurman, Rick Simone, Doug Koenig

**Also Present:** Susann DellaRosa (accountant), Susan Leach DeBlasio (legal counsel), Martha Sheridan, Krisen Adamo, Theresa Agonia, Lynne McCormack, Dan Cabral

**I. Call to Order:** Jennifer Bramley, Chair, called the meeting to order at 4:00 pm

**II. Minutes of previous meeting:** Amendment to minutes- Rick Simone added as attendee. Motion to approve with amendment was made by James McCarvill. Seconded by Eric Churchill, motion carried unanimously.

**III. Financial Report:** Susann DellaRosa reviewed the PTC balance sheet and budget to date. A motion to approve the finance report was made by Alex Gorriaran, seconded by Mr. McCarvill. Motion carried unanimously.

**IV. Update on Governor's Budget:** Martha Sheridan reported on the impact of the new state funding formulas. Projected impact, assuming present growth rate, will be a net wash. Regional tourism agencies will be required to seek approval from statewide office before creating marketing materials to ensure unified look. Discussion of securing seat(s) for PWCVB and PTC on state tourism board.

**V. Lou Hammond Associates:** Kristen Adamo presented report from Lou Hammond. Ms. Bramley reminded the committee of the impending end date of Lou Hammond's contract. Reported that per her discussion with the principles, they are willing to continue with a short-term contract extension during the RFP process. Counsel Susan Leach DeBlasio informed Board of RFP requirements. RFP committee formed: Rick Simone, Eric Churchill, Jim Paulon, and Alex Gorriaran agreed to serve. Jim McCarvill, Kristen Adamo, and Martha Sheridan will research materials from last RFP process for review by RFP committee.

**VI. PWCVB Report:** Ms. Adamo presented report. Condor Airlines inaugural flight to land that evening. Thanks from Condor Airlines delivered by Ms. Sheridan.

**VII. Report from Arts, Culture, and Tourism:** Lynne McCormack reported on the recent providence International Arts Festival. Huge outpouring of support from cultural community. Close to 1000 artists participated, 100,000 attendees. Happy fulfillment of Mayor's vision, wonderful to see the work begun on Kennedy Plaza in 2008 come to fruition in such an amazing way. Festival was top trending topic on FB in Providence for two days. Board commended Lynne McCormack for all her work to make the festival a success.

**VIII. Old Business:** No old Business.

**IX. New Business:** Accountant Susann DellaRosa recommended engaging Aaronson, Lavoie, Streitfeld, and Diaz, the auditors with whom the PTC has worked for the past 5 years. Rick Simone proposed motion to hire this firm, motion seconded by Jim Paulon. Motion carries unanimously.

Mr. Gorriaran provided update on Policy and Procedures process. Grant review meetings to occur quarterly. Re-vamping applications, communication with grantees about follow up. Mr. Gorriaran introduced idea of tracking hotel occupancy rates during funded events to assist in economic impact evaluations. Hope to have a website landing page up by the end of July.

**9. Grants Committee Report:** Mr. Gorriaran introduced the grants reviewed at the 6/16 Grants Committee meeting.

**Grant Votes:**

**Carmen and Ginger- Guide to Providence Vintage: \$500.** Mr. Gorriaran motioned to approve, Mr. Paulon seconded. Motion carried unanimously.

**Dominican Festival: \$5,000.** Mr. Churchill motioned to approve, Mr. Paulon seconded. Motion carried unanimously.

**Federal Hill Commerce Association: \$12,500.** Mr. Carvill motioned to approve, Ms. Clurman seconded. Motion carried unanimously. Mr. Simone recused. Recommended that ongoing event reports be monitored for economic impact in light of future funding needs. Suggested that events could be aligned to coincide with conventions.

**Flickers/RI International Film Festival: \$15,000.** Mr. Simone motioned to approve, Mr. Paulon seconded. Motion carried unanimously.

**Hope Street Merchants Association Spring Block Party: \$5,000.** Mr. Paulon motioned to approve, Ms Clurman seconded. Motion carries unanimously.

**Junior Achievement Development Officer's Conference: \$10,000.** Mr. McCarvill motioned to approve, Mr. Gorriaran seconded. Motion passes unanimously. Mr. Paulon and Mr. Simone recused.

**Providence Preservation Society Festival of Historic Houses: \$20,000.** Mr. Simone motioned to approve, Mr. Paulon seconded. Motion carried unanimously.

**Providence Children's Museum: \$15,000.** Ms. Clurman motioned to approve, Mr. Simone seconded. Motion carried unanimously.

**Providence Foundation/Downtown Providence Map and Guide: \$5,000.** Mr. Paulon motioned to approve, Mr. Simone seconded. Mr. Heidenreich recused.

**RISD Summer Museum Program: \$30,000.** Mr. Simone motioned to approve, Ms. Clurman seconded. Motion carried unanimously.

**Roger Williams Park Zoo Jack-O-Lantern Spooktacular: \$20,000.** Mr. McCarvill motioned to approve, Mr. Paulon seconded. Motion carried unanimously.

**Style Week: \$20,000.** Mr. Simone motioned to approve, Mr. Gorriaran seconded. Motion carried unanimously.

**Providence Honk Festival (Pronk): \$5,000.** Mr Paulon motioned to approve, Ms. Clurman seconded. Motion carried unanimously.

**Providence Police 150<sup>th</sup> Anniversary Waterfire: \$37,000.** Ms. Clurman motioned to approve, Mr. Simone seconded. Motion carried unanimously.

**11. Next Meeting-** Thursday, July 23<sup>rd</sup>, 4pm. Dunkin Donuts Board Room, 3<sup>rd</sup> Floor, One LaSalle Square, Providence, Rhode Island

**12. Adjournment-** Mr. Churchill moves to adjourn, Ms. Clurman seconded. Motion carries unanimously, Meeting adjourned @ 5:35pm.